EXHIBIT 120

Subject: Re: Morpheus opt-out rate
From: Chris Dowhan <chris@direct-revenue.com>
Date: Tue, 01 Mar 2005 15:29:03 -0500
To: Joshua Abram <josh@direct-revenue.com>

FYI - it's done. I will follow up with Elizabeth.

----- Original Message -----
From: Joshua Abram
To: 'Rodney Hook' ; 'Chris Dowhan'
Cc: Joshua@direct-revenue.com
Sent: Tuesday, March 01, 2005 2:57 PM
Subject: RE: Morpheus opt-out rate

good idea
-----Original Message-----
From: Rodney Hook [mailto:rod@direct-revenue.com]
Sent: Tuesday, March 01, 2005 1:59 PM
To: Chris Dowhan
Cc: Joshua@direct-revenue.com
Subject: Re: Morpheus opt-out rate

they start getting ads every 5 minutes after install. we could easily change the
db02:bsd_s.CLIENT_CONFIG table to have them be AD_DORMANT_PERIOD=1 days. it
sounds good to me...

Chris Dowhan wrote:

> Guys, I've been thinking about the fact that Morpheus users have such a high opt-out, and I have a
> simple change I'm going to make that will please Elizabeth at Morpheus and may reduce the churn.
>
> Currently I think we start showing ads to speer.dll installs immediately (I will verify with Aash, but Rod
> if you have access to this data let me know).
> So a download of Morpheus is probably immediately followed by a bunch of pop-ups.
> Anyone annoyed by this will probably start looking around to uninstall something related to that
> install.
> If we add a 1 day delay, we might reduce the correlation between the Morpheus download and why
> they are seeing ads - hopefully creating less of a path to what they should uninstall.
>
> I know Elizabeth wants this, so in addition to spreading some good-will I'm hoping we get lower
> opt-out.
> Let me know if I'm overlooking any other effects this might have - the one day of lost revenue
> should not be meaningful if these is *any* decrease in churn.
>
> - C